



MaricopaXPRESS

ADVERTISING SALES POLICY AND APPLICATION

November 18, 2009

**ECONOMIC DEVELOPMENT /
MARKETING OFFICE**

45145 W. Madison Ave.
P.O. Box 610
Maricopa, AZ 85139
Ph: 520/568.9098
Fx: 520/568.9120
www.maricopa-az.gov

Background

The Section 5311 Program provides funding assistance to rural communities who wish to provide general public transit services to residents. Operating a general public transportation program requires local support from the sponsoring public agency and many sectors of the community. The Arizona Department of Transportation (ADOT) holds the City of Maricopa responsible for garnering support from a broad number of stakeholders, including the local government and business community (employers, the retail sector, and the medical sector). Local financial support is also needed for an effective transit system. The ADOT 5311 2009-2010 Handbook states that local support may include: state or local appropriations, dedicated tax revenues, private donations, or net income generated from advertising and concessions. The City recognizes that there are opportunities to obtain additional revenues to support the MaricopaXPRESS program and services through the sale of advertisements on transit buses.

Purpose of Policy

The purpose of this policy is to provide guidelines and define uniform standards for the display of advertising on transit buses. This policy is intended to be an objective and enforceable standard for advertising.

Definitions

In the contract and policy, “Display” means a communication that promotes or offers goods or services.

Advertising Approval and Prohibition

The City of Maricopa will reserve the right to approve all advertising, exhibit material, announcements, or any other display for goods or services on the MaricopaXPRESS vehicles. It prohibits advertisement that is:

- (1) Explicit, false, illegal, misleading or the use of deceptive tactics or actions
- (2) Clearly defamatory or ridicule of a person or group of persons based on gender, sexual orientation, religion, race, ethnicity, or political affiliation
- (3) Obscene or pornographic, sexual activity; or manufacturer thereof
- (4) An advocate of imminent lawlessness or violent behavior or containing criminal or violent content
- (5) Promoting alcohol, firearms or tobacco related products
- (6) Promoting religious beliefs or interests
- (7) Promoting political campaigns or political issues
- (8) The space on the back of each vehicle shall be reserved for use by the City of Maricopa as its sole discretion

Should the City of Maricopa receive negative publicity or complaints regarding any advertisement, it reserves the right to terminate the advertising contract. If an advertising contract is terminated early at the City’s request, the City will refund all contract fees paid minus the cost of removing the graphic application.



Reasonable proof or clarification of statements contained in any advertisement, exhibit material, announcement or any other display may be required by the City of Maricopa before approval. Advertiser shall indemnify and hold the City of Maricopa and/or MaricopaXPRESS harmless against any liability to which they may be subjected by reason of the advertising material displaying on the MaricopaXPRESS, including, but not limited to, liability for infringement of trademarks, trade names, copyrights, invasion of right of privacy, defamation, illegal competition or trade practices, as well as reasonable costs, including attorney's fee, in defending any such action or actions.





MaricopaXPRESS Advertising Application

City of Maricopa
Development Services Department
P.O. Box 610
45145 W. Madison Avenue
Maricopa, Arizona 85139
b: 520/568-9098
f: 520/568-9120

Please follow format of application and attach appropriate materials.

I. Applicant Information

Organization: _____

Contact Name & Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ FAX: _____

E-mail: _____

General Information:

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Advertising Specifications and Rates:

Ad space selections are first come, first serve following approval for placement as a result of evaluation of this application form. Rates below are on a per-bus basis. Discounts are offered for longer contract term lengths.

<u>Ad Option</u>	<u>Cost (per month)</u>	<u>Cost (6 mo)</u>	<u>Cost (12 mo)</u>
Full Wrap	\$2,000	\$11,000	\$20,000
<i>*requires inclusion of MaX Logo</i>			
#1 – driver side	\$500	\$2,700	\$5,400
#2 – passenger side	\$400	\$2,000	\$4,400
#3 –rear of bus*	\$750	\$4,200	\$8,400

Design and production costs are independent of these advertising rates and are the responsibility of the advertiser. The City can supply a list of approved vendors upon request, although advertisers are permitted to select any vendor they choose. Full art and ad placement specifications will be provided upon advertiser commitment. With all advertising options, the MaricopaXPRESS logo must remain in a visible and recognizable location on the vehicle in a manner acceptable to the City.

**The City of Maricopa may retain space at the rear of the bus for the purpose of advertising the MaX program, or may contract for paid displays depending on current program revenue and objectives.*

Evaluation Questionnaire:

Applicants wishing to secure advertising space will be evaluated according to the following weighted criteria.

I. Local Business Preference (max 5 pts)

1. Organization headquartered in Maricopa, with active City business license (5 pts)
2. Organization headquartered within Pinal County (3 pts)
3. Organization has business license in Maricopa, but headquartered elsewhere (2 pts)
4. No business activity within City of Maricopa (0 pts)



II. Local Economic Impact (max 15 points)

1. Describe your organization's involvement in the Maricopa community in the last year. Examples should include participation in local events, membership in local clubs or nonprofits, serving on Boards, Commission, and Committees, etc. (0 – 10 pts)
2. Explain if/how this advertisement will draw visitors to the Maricopa from the outside area. (0-5 pts)

III. Project Description (informational purposes only to ensure consistency with Advertising Policy)

1. Describe what your advertising will promote. Attach a copy or mock up of the ad

IV. Requirements

I verify that this application is complete and includes:

- ___ Completed application form
- ___ Mockup or copy of print ad or advertisements (one electronic copy or two (2) hard copies)

I hereby certify that the information on this form is complete and accurate, to the best of my knowledge:

Signature: _____

Date: _____

Name (printed): _____

